

#ADVENTUREON



RECRUITMENT

GUIDEBOOK



BOY SCOUTS OF AMERICA
MOUNT BAKER COUNCIL

SCOUT ME IN™

INTRODUCTION TO FALL MEMBERSHIP

This year's membership goal is clearer than ever: provide every boy, girl, and family in our council the opportunity to Escape the Indoors. The goal of every unit should be to return to your pre-pandemic registration numbers. In addition, units should strive to have a full den of each grade. While these are the Council wide goals, we urge you to develop additional specific recruiting goals for your unit that are tailored to your unique community, demographics, and needs. We know that the best way to meet those goals is through a strong plan. That plan should be built on the foundation of quality unit programming.

With so many units struggling to have enough volunteers and Scouts to run normal programming, we have seen hesitation to set plans and budgets. We understand the temptation to wait until new families have joined the Pack to bring in the largest number of voices and ideas, but it is crucial that an annual plan and budget be established before your Join Night so that prospective families have the full picture of your unit's quality program. This isn't to say that revising or changing that calendar cannot still be done midyear if that becomes needed or wanted.

PACK RECRUITMENT

This year, as with last year, has continued to present challenges, especially when it comes to school access and meeting locations. If you don't already have a relationship with a school principal or PTO/PTA president, ask your current families to introduce you and build on those existing relationships. Remember that is never too late to reach out to your school, your community, or to your Scouting families. This is important to remember when you are working on promoting your Join Night, even one week of posted community flyers can make a huge difference in successful recruiting. Ask your current Scouts and families to distribute peer-to-peer cards from your Pack Check Night, to post flyers on public notice boards, and advertise your event on social media (see graphic below for more ideas).

More recruitment resources can be found here:

<https://www.mountbakerbsa.org/membership/how-to-recruit-scouts/>

TIMELINE OF EVENTS

July/August: Pack Planning Conference (needs to be done ASAP)

August: Update your Unit Pin (include your Join Scouting Night plan)

August: Identify Back to School Night Needs and Access

Mid-August: Pack Check Night

Late August: Ensure your Pack has a presence at your local Back to School night

September: Labor Day Family Camp

Early September: Join Scouting Night

September: Girls Hang Out Day (Webelos and older)

October: Cub Scout Adventure Day

Early October 9: Second Join Night

October: Webelos-Ree

October: Haunted Camp

See the Council Calendar for specific dates for Council events

THE BASICS OF RECRUITMENT

Why recruit new youth and families?

- Scouting changes lives
- More kids means more fun
- More Parents means more hands to help make a better Pack

What does success look like?

Have a full den at each grade level with trained leaders and involved parents. Show an overall increase in your Pack's membership with an emphasis on having one more Tiger than the end of last year.

How to plan for Success?

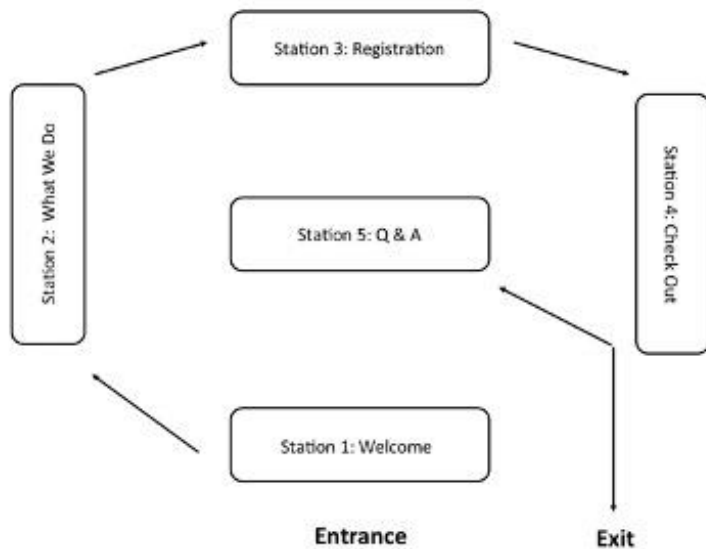
Packs with an excellent track record of recruiting and retaining their Scouts have one thing in common – they are prepared to receive new youth into their program. What does this mean? A Pack is prepared to receive new youth when their leaders:

- Create a program calendar for the upcoming Scouting program year.
- Create a Pack budget that includes popcorn sales, Pack dues, and expenses such as activities like rank advancement, outings and camping.
- Make a Pack succession plan to determine which leadership positions will need to be filled.
- Develop a marketing plan for fall membership recruitment.
- Implement your marketing plan. Gather names of families interested in Scouting as a family resource.
- Prepare a well-planned recruiting event that include activities for youth and an orientation for parents.
- Follow the growth plan and do it!
- Turn in all applications and fees right away for proper registration. Better plan is to use online registration

See the last page for a 1-2-3-4 Basic Plan



PLAN A SUCCESSFUL JOIN NIGHT



Station 1: Welcome

Greet every family that comes to your station and ask them to sign in.

Provide them with the Parent's Guide.

Offer a brief overview of the process: tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes.

Needed Materials:

- ___ Station 1 Sign
- ___ Parent's Guide
- ___ Parent Attendance Roster
- ___ Pens

Station 2: What we do

Share the excitement of Cub Scouting! Offer a brief overview of program offerings and events. Speak to one family or several families at once.

Hand out your Pack's Calendar and Costs of Scouting page.

Hand out uniform information sheet and answer any questions families may have regarding uniforms (costs, where to buy, etc.).

Station Materials:

- ___ Station 2 sign
- ___ Pack Calendar
- ___ Costs of Scouting page
- ___ Uniform information sheet

Station 3: Registration

Direct parents to your unit's online application and be able to assist with any questions they may have. Families can be directed to your unit's registration via your unit specific QR Code, a direct link or have it open on a provided computer or tablet.

Have parents complete the family survey.

What does a Join Scouting Night actually look like?

Join Scouting Nights are best done as a laid back, multi-station open house. This gives families the flexibility to fit it into their schedule and, more importantly, help to alleviate some of the 'buyer's pressure' experienced by prospective families.

Each station should have a specific topic and goal and should encourage families to ask questions when needed.

Current Scouts should wear their uniforms and bring their families. They should plan on assisting in talking to new and prospective families about upcoming events and their favorite part of being a Cub Scout. Troops are an excellent resource for assisting in leading games, activities, songs and sharing their Scouting experiences. It is recommended to plan 2-3 games and songs and to set up an activity station with coloring and basic craft supplies for younger prospective Scouts and their siblings to take part in.

A 2nd chance Join Scouting night should be planned for October after your September Join Scouting Night has occurred. This can be done separate but is often best done in conjunction with a Pack meeting in October.

- • • • • Be prepared to answer questions about Pack fees and financial assistance.

Materials:

- ___ Station 3 sign
- ___ Pens
- ___ Parent Information/survey sheet
- ___ Optional: computer or tablet

Station 4: Checkout

Collect family survey sheets.

Give out any unit provided materials, if applicable (handbooks, neckerchiefs, patches, etc.).

Remind parents of the next meeting date, time and location.

Materials:

- ___ Station 4 sign
- ___ Optional: unit provided materials

Station 5: Q & A

Answer questions parents may have about Scouting.

Make sure parents know when and where the first meeting is.

Discuss the Pack communication plan (Facebook, newsletter, mass email system) so families know where to find more information and updates.

Have den leaders and assistant den leaders available to talk about their dens.

Materials:

- ___ Station 5 sign

PLAN AND OFFER QUALITY PROGRAM

The Council is taking steps to provide great outdoor opportunities for both day events and overnights. We urge units to consider and promote these events, not as Council events that your unit is participating in, but unit events that the Council is sponsoring (for example - Pack 555's Cub Scout Adventure Day at Fire Mountain, October). These events allow opportunities for hiking, shooting sports, handicrafts, and lots of fun without the burden of planning for each unit. Your unit can then focus on planning den and Pack meetings, especially during the fall.

Current scheduled events include:

- September – Girls 'Hangout Day (Webelos and older)
- October – Cub Scout Adventure Day
- October – Webelos-Ree
- October – Haunted Camp

See Council Calendar for exact dates.

PACK PROGRAM PLANNING

There are many resources available to help you with implementing an amazing year of programing. While logistics can be a barrier to delivering great unit program, especially when there aren't quite enough volunteers or when most volunteers are new, it doesn't have to be. Develop a strong plan now and set dates on the calendar, with a strong plan you have something to offer new families and know what you need to ask of volunteers.

We strongly encourage Packs to utilize a weekly, all together model for Pack and Den meetings. By having all dens meet at the same place and time, resources like guest speakers and special program can be shared by all. This also reduces the stress on families by offering a consistent, predictable schedule.

Council resources are available for various elements of program implementation. Additionally, if your unit has any unique or outstanding needs (small den numbers, not enough adult leaders, etc.), please reach out to your unit commissioner.

Leader Resources can be found here (scroll to the bottom):
<https://www.scouting.org/programs/cub-scouts/>

TIPS FOR SUCCESSFUL RECRUITING

People come to the Join Night to sign up. They've already decided to join, so they don't need a sales pitch. Keep the meeting as brief as possible (about one hour) and focus on why you're there. If people want to stay afterwards and ask questions that's ok but end the formal meeting as quickly as possible.

Leave the complicated details for a later time. These people are joining a den and a Pack – so just focus on Pack-level terms.

Have a packet for each family that includes the year's calendar, key leader phone numbers, a page or two of general Cub Scout

info, etc. That way they have the key information in writing, in case they have to leave early or miss something during the presentation.

Be sure to have adults complete the Join Night Roster when they arrive at the door. After the Join Night, you can contact people who don't sign up for whatever reason.

Inform people what they should do next (e.g., buy a Scout uniform, come to the next Pack meeting, when den meetings are, upcoming events they can participate in, etc.).

Recruiting den leaders at the Join Night is a delicate process.

Remember, these people don't understand (yet) that Scouting is a family activity. To them, signing up for Cub Scouting is no different than signing up for baseball. They assume you already have leaders in place and all they need to do is pay. Gently dissolve them of this notion.

Displays are great because they tell the Scouting story without taking time out from your meeting. Pictures and Pinewood Derby cars paint an exciting picture of fun and adventures.

ANNUAL PACK PLANNING

Your Pack's annual plan is one of the most crucial parts of Fall program. While this may seem like a daunting task at times, this guide will offer templates and advice for some of the more challenging pieces. Whether your leadership is planning on having an in person planning meeting or utilizing virtual means, these tools will guide you to complete your Pack's basic operating plan for the upcoming year.

1.Establish your Pack's budget. Using the budget worksheet (https://filestore.scouting.org/filestore/pdf/510-278_wb.pdf), you can enter your Pack's specific information to determine what you need for dues this year. This has been a challenging year for most of our Unit's and your budget will likely reflect that. Popcorn sales are an important part of your budget so be sure to build that into your plan as well.

2.Determine your Unit's dues amount for the upcoming year using the Costs of Scouting worksheet. It is strongly recommended to include required Scouting items like books, patches, and neckerchiefs in these costs. This helps families immediately feel like part of the Unit as well as reduces confusion and hassle for families that are new to the Scouting movement. If your Unit decides not to include these items in your dues, consider handing out a clear list of required items including their cost and where to purchase them.

3.Set your Unit's calendar. Decide on a central meeting day of the week and time and a meeting location (if possible). It is strongly recommended that Packs meet together for den meetings on a weekly basis (Lions should meet less frequently). Establish one week per month as a Pack meeting and adjust as appropriate for holidays and school closures. It is important to set a calendar now so new families know what to expect and can set their schedules. If your meeting location is not large enough to accommodate the entire Pack, consider using outside space or having dens meet back-to-back on the same day. Many families have more than one Cub Scout, supporting these families by keeping Pack and Den meetings at the same time and place ensures their success in Scouts.

METHODS OF RECRUITMENT

Join Scouting Night Promotion	No School Access	Limited School Access	Full School Access
Community Social media (Facebook groups, Nextdoor, ext.)	X	X	X
Displays/participation at community events (fairs, farmer's markets, parades)	X	X	X
Libraries display/events	X	X	X
Church display/events (vacation Bible school, festivals, Sunday school, bulletins)	X	X	X
Posters (at school or community locations)	X	X	X
Cub Scout themed parties (have parents pass out invites to classes)	X	X	X
School Information Table (at school open house, back to school night, registration days, ext.)		X	X
Kid talks in classrooms			X

YARD SIGNS

Materials: Yard signs with information including Join Night date, time and location, with a contact person and phone number and Cub Scout logo. These are part of your Pack's Fall Round-up Kit and are available at your district's Kickoff or from your district executive.

Timing: Post signs prior to the beginning of the school year and all year long.

Steps: Be sure to be aware of any regulations regarding yard signs. Post as many signs as possible and at strategic locations within the community including intersections. If a school, church, recreation center or other organization will allow it, post signs there as well.

CUB SCOUTS AND LEADERS "SPORT" YOUR UNIFORM OFTEN

Materials: Your uniform!

Timing: Whenever possible...be creative.

Steps: Wearing the uniform is like a walking billboard and can grab the attention of youth and adults. The uniform also serves as a conversation piece. Encourage every member of your Pack to wear their uniform to school on the day of your Join Night and to school the days of your Pack and den meetings. Be knowledgeable about what all the patches mean and share the excitement of Scouting.

SHOW 'N TELL

Materials: Photographs, awards, uniform, Pinewood Derby cars, Scouting projects, and other exciting visuals.

Timing: Before the Pack's Join Night and anytime during the school year.

Steps: Encourage youth to use Cub Scouting as a part of their Show and Tell opportunities in school. Peer-to-peer recruitment is very successful, and this is a great forum for Scouts to share their stories and the excitement of Cub Scouting. If possible, provide handouts with Pack joining information for the Scouts to distribute at the conclusion of their presentation.

SOCIAL MEDIA

Materials: Social media accounts.

Timing: Prior to Join Nights and after recruitment nights are conducted.

Steps: Share information about the Join Night on your personal and unit social media pages and channels. Develop a Pack Information Sheet

ENCOURAGE CUB SCOUTS TO INVITE THEIR FRIENDS TO JOIN SCOUTING

Materials: Experiences and stories that show they enjoy Scouting.

Timing: As often as they can.

Steps: Host a "Bring a Friend to Scouting" night when each Scout brings one or more friend(s) to their meeting. Plan an activity that will encourage the friends to come back.

DRAFT PACK CHECK NIGHT SCHEDULE

15 mins	Gathering Activity •Opt. A (Outdoor) Buddy Tag •Opt. B (Indoor) Scout Law Word Search	Any registered leader
10 mins	Opening Ceremony – Flags, Scout Oath, Scout Law	Cubmaster
10-15 mins	Distribute Pack Calendar and Dues Sheet Get Scouts excited about the next three months of Pack activities: Hike-a-thon, Girls Hang Out Day (Webelos and up), Cub Scout Adventure Day, Webelos-Ree, Haunted Camp and so much more!	Cubmaster
5-10 mins	Join Night Plan and Peer-to-Peer Cards “Now that we have talked about all the great programs our Unit will be doing in the next three months, how can we share that with our friends? Often the best way for us to get our friends to join us is just to ask. So, in a few minutes, we are going to make invites that you can bring to school, church or to your best friend’s house to invite them to join you at our Join Night and then at all of our great fall programs.” Talk about Join Night plan including the importance of active recruitment, wearing uniforms to the Join Night (and to school on the day of Join Night), and how Join Night will be set up.	Cubmaster
20 mins	Popcorn Kickoff and Peer-to-Peer Card Activity Distribute Peer-to-Peer cards and coloring supplies for Scouts to work on during the Popcorn Kickoff. Popcorn Kernel leads Kickoff.	Popcorn Kernel
5 mins	Cubmaster’s Minute	Cubmaster

PACK CHECK NIGHT RESOURCES

Pack Check Night Resources (available on Council Membership website):

Scout Law Word Search
Calendar Template
Dues Template (Costs of Scouting)
Peer-to-Peer Cards

Buddy Tag Rules

All players, except for two, form into buddy pairs and link one arm. Alternately, you can use neckerchiefs to hold instead of direct contact between Scouts, request they hold hands, or use a verbal call to declare buddy pairs.

Pairs spread out over area. There is one player as 'It' and one player being chased - the 'runner'.

The 'runner' may run up beside any buddy team and link arms with one free arm of a buddy (or use alternate buddy link). This makes 3 Scouts together which is not allowed. So, the member of the buddy team that the 'runner' did not link arms with is now the 'runner'.

'It' can tag the 'runner' at any point. As soon as the 'runner' is tagged, they are 'It' and 'It' is now the 'runner'.

Usually, the tag is made when someone does not realize a 3rd has joined a buddy pair. Be careful about one Scout being 'It' for too long.

Change the game by having 2 'Its' and 'Runners' at the same time.

Cubmaster’s Minute

Who here has used a postage stamp? You know, the small little thing we put in the corner of a piece of mail to ensure it gets to where it is supposed to go? (Wait for a show of hands)

I think we can all agree that a stamp is a pretty small thing, but in spite of its size, it does its job to get mail where it is supposed to go. Each of you now has the responsibility of “delivering the mail” to ensure that our Pack can grow and succeed in helping all of you go where you want to go in life. Like the postage stamp, it isn’t your size or strength or skill that determines how well you do the job, rather it is how well you stick to it.

We can’t all be good at all things, some are better at physical skills, some at mental tasks, but remember the stamp, it does the job in spite of its size by sticking to the job. Make up your mind that you can do the same thing, do your best and stick to it until the job is done.





UPDATE YOUR UNIT BEASCOUT PIN

Once you have established your quality Unit Program Plan (calendar, dues, budget), the next step is to ensure everything is up to date on your BeAScout.org unit pin. The Council's advertising and marketing campaigns will direct families to BeAScout.org to find their local unit and apply. This means that ensuring your information is correct is a critical part of recruiting new Scouts and their families to your unit. Updating your pin includes:

- phone and email listed for the unit's membership lightning rod
- when/where/how often your unit meets
- date/time/location of your unit's Join Scouting night
- activation of online applications
- correctly listing if your Pack is family, boy only, or girl only

For a complete guide on how to access and update your pin go to: <https://www.scouting.org/resources/online-registration/>

Step by Step Plan for Growth

Step One: Be visible in your community

- Parades: Everybody loves a parade. Build a float. Make sure your Scouts are in their uniforms. Some units take advantage of the parade to hand out a quarter page flyer about their Pack.
- Library or Business Display: Ask permission to display information about your Pack.
- Church Bulletins and Announcement: Work with local church leaders to have a bulletin insert as well as a verbal announcement endorsing your Packs program from Church leaders.
- Business Marquees: Ask business to display information about Scouting for example "Join Scouting: Call Ethan".
- Community Fair Booths: Make sure to have a Pack presence at events in your community with a large volume of family traffic.

Step Two: Have a Scouting membership booth at your School Open House/Back to School Night

- Contact the principal in advance to arrange for a membership booth.
- Coordinate with the PTA/PTO.

- Schedule leaders and parents to be at the booth.
- Bring displays of your Pack's activities.
- Sign-up sheet with parent's and youth names, grades, email and phone numbers.
- Be ready to explain why Scouting is a good choice and how it will enhance the other activities in which their child will participate.
- Get names.
- Bring flyers about the sign-up event.
- Get names.
- Wear the uniform. (this may vary depending on your area, sometimes a Pack t-shirt is better)
- Get names and follow up!

Step Three: What are you going to do with the names?

So now you have a bunch of names on the sheet of paper with phone numbers and email addresses. What now?

- Divide the list among your Den Leaders to make the calls within one week after the open house.
- Follow up with another call 2 to 4 days before the sign-up event. Emails and text messages are acceptable.
- Tell them about how their child will get to build a rocket.
- Give the date, time and location.
- Ask them to bring \$ for registration.

Step Four: Recruiting Sign-Up Night

So you have the names and they are coming to a sign-up night where they will find out about your Pack and, if impressed, will fill out applications.

- Welcome them as they enter and have a gathering time activity ready for them.
- Give them the Pack's calendar of activities for the coming year.
- Have a break out for the youth to build their rockets.
- Have parents fill out the youth application for their child and turn it in with registration fees.
- As part of the closing session, give the parents information about the launch party for the rockets and the Cub Stampede.
- Follow up with any families that don't make it to the sign up night.



READYSETSCOUT
AN ALL-ACCESS PASS TO AMAZING ADVENTURES